THE MBA
for executives
FROST SCHOOL OF BUSINESS

2009-2010 Academic Year

STRATEGY DEFINED | INNOVATION APPLIED

Centenary
COLLEGE OF LOUISIANA

Frost School of Business
2911 Centenary Boulevard
Shreveport, Louisiana 71104

318.869.5141
318.869.5139 fax
mba@centenary.edu

www.centenary.edu/mba

The Bulletin of
Frost School of Business
Executive MBA Program
Centenary College of Louisiana
2009-2010

THE EXECUTIVE MBA PROGRAM

FROST SCHOOL OF BUSINESS

CENTENARY COLLEGE OF LOUISIANA

2911 CENTENARY BOULEVARD

SHREVEPORT, LOUISIANA 71104

TELEPHONE 318.869.5141

FAX 318.869.5139

Catalog revised Summer 2009

Centenary College of Louisiana is an equal opportunity educational institution. It does not discriminate on the basis of race, color, religion, sex or handicap in admission, employment or operation.

The provisions of this bulletin do not constitute an offer for a contract, which a student may accept through registration, and any provision or requirement, including fees, may be changed at any time with or without notice.

Contents

Table of Contents 2-3

A Message from the Dean 4

I. General Information 5
Centenary College of Louisiana

II. Program Overview 6-7
Purpose of the MBA Program for Executives
History of Centenary's MBA Program for Executives
Accreditation
Membership
Philosophy of Instruction
Academic Workload

III. Admission 8-10
Steps in the Admission Process
- Recommendation/Letter of Support
- Essays
- General Management Admission Test (GMAT)
- Interview

Notification of Acceptance
Requirements for Admission (a summary)

IV. Financial Information 11
Tuition
Basic Fees

V. Academic Policies 12-16
Academic Calendar
Registration
Academic Advising
Degree Requirements for the MBA

V. Academic Policies (continued)..... 12-16
Grades
Probation and Dismissal
Repeating Courses
Withdrawal and Refund Policy
Credit by Transfer of Course Work
Course Exemption
Credit by Examination
Graduation
Academic Honesty
Grade Appeal Policy

VI. Program of Study 17
Structure and Sequence

VII. MBA Course Descriptions..... 18-22

VIII. 2009-2010 Tentative Class Schedule 23

IX. Campus Life..... 24-27
Student Identification Card
Vehicle Registration
Magale Library
Fitness Center
Computing Facilities
Bookstore and Post Office
The Performing Arts
Meadows Museum of Art
Centenary Athletics
MBA Alumni Association
Student Subscriptions

X. Administration of Centenary College and the MBA Program..... 28

XI. Graduate Business Teaching Faculty 29

XII. Map of Centenary College 30

A Message from the Dean

Centenary College and The Frost School of Business are proud to offer the Executive MBA program. Our program refocuses the traditional MBA curriculum to fit the needs of experienced professionals. Courses are taught from a senior management perspective that emphasizes the skills, knowledge and insight that enable a shift from functional expertise to broad-based, strategic leadership. Our results-oriented curriculum gives participants immediately applicable tools as well as fundamentals for long run success.

What further sets our program apart from others? We believe a primary difference lies in our MBA candidates themselves. The MBA Program for Executives capitalizes on each student's existing professional and managerial experience — the "Executive" difference. As a participant in our program, you will learn not just from our outstanding faculty, but also from each other in a spirit of partnership. The interaction and collective experiences of our participants encourages creative thought and a broadened perspective in solving problems and seizing opportunities. At the same time, you will develop a network of professional ties that will last a lifetime.

Our philosophy of teaching differs as well. We see ourselves as academic coaches, concerned with the success of each student. The goal of the Frost School of Business MBA Program for Executives is to enrich and enhance your effectiveness by helping you to develop into a more competent and confident leader, prepared for the challenges of tomorrow.

I look forward to working with you to achieve this goal.

Labor Omnia Vincit!

Christopher L. Martin, Dean
Frost School of Business

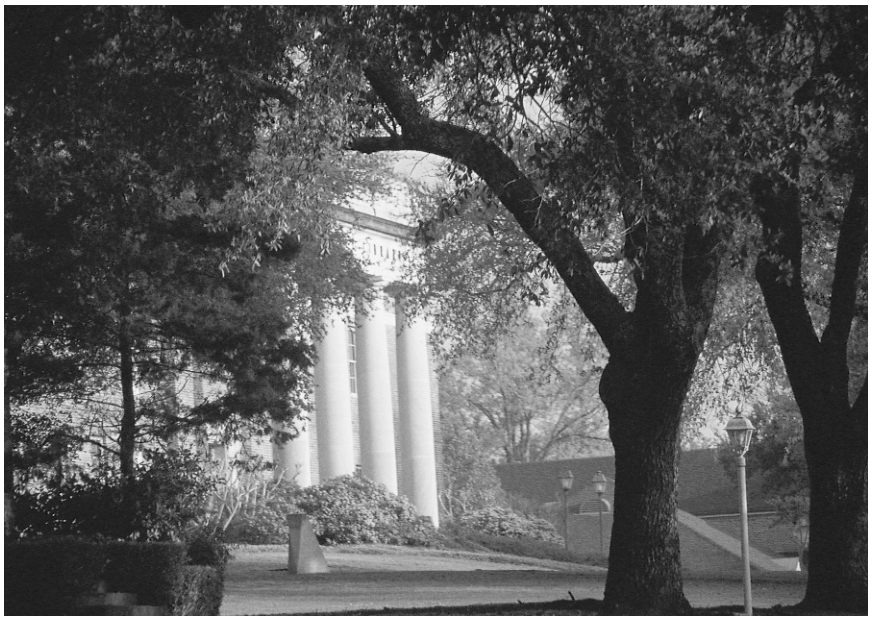
I. General Information

Centenary College of Louisiana

In 1825, the College of Louisiana began offering liberal arts and pre-professional education to college students in the South. Twenty-three years later, in 1848, it merged with Centenary College, a Methodist institution in Clinton, Mississippi. In 1908, Centenary College of Louisiana moved to its present location in Shreveport.

For more than 180 years, Centenary College has stood for academic and professional excellence. Our graduates have gone on to high achievement in business and their professional lives, and our faculty members have distinguished themselves in teaching, research and professional service.

Graduate business education came to Centenary in 1976. The Executive MBA Program began in 1984. Enrollment in the program is limited, assuring a personalized education and maximum interaction among participants and our faculty.



II. Program Overview

Purpose of the Executive MBA Program

Centenary College's Executive MBA program aims to help bright, ambitious individuals, who have at least five years of professional experience, achieve greater success in their management careers. We stress the key skills and critical business concepts that managers need to be effective in their jobs today and in the future. We also help each individual develop the confidence and insight required for accepting greater responsibility.

Our program is designed to heighten the strategic thinking of our students and to develop the entrepreneurial mindset that enables innovation within organizations. Our students become adept at recognizing an opportunity, marshalling the necessary resources, and executing the opportunity as a holistic plan… *Strategy Defined—Innovation Applied.*

We expect that our graduates will expand their leadership responsibilities, advance faster, and rise higher with the Centenary MBA degree.

We strive to provide students with a challenging, immediately applicable, and stimulating learning environment that will maximize their return on investment. After satisfactorily completing all coursework and program requirements, a student earns a Master of Business Administration (MBA) degree.

History of the Centenary Executive MBA Program

The current Executive MBA program at Centenary College began in the winter of 1984. The dean and faculty of the Frost School of Business designed a program to answer growing criticism that traditional MBA programs had become overly theoretical at the expense of practicality and career usefulness.

Faculty of the Frost School of Business met with foundation heads, business leaders and management trainers in government and industry prior to designing the present program for experienced professionals. Since the first announcement of our Executive MBA program in November 1984, the response has been strong and enthusiastic. We continue to meet regularly with our alumni, board of advisors and other business leaders to ensure a rigorous, yet relevant course of study.

Accreditation

Centenary College and the Frost School of Business are accredited by recognized regional and national agencies. Centenary and all of its programs are approved by the University Senate of The United Methodist Church and accredited by the Southern Association of Colleges and Schools (SACS).

Memberships

The Frost School is a member of the Association to Advance Collegiate Schools of Business (AACSB) International and the Southern Business Administration Association (SBAA).

Philosophy of Instruction

Centenary MBA courses concentrate on core concepts that have significant practical applications in today's organizations. Our courses are taught from a senior management perspective with an emphasis on the business skills and knowledge that enable a shift from functional expertise to broad based leadership, strategic thinking, and a mindset for organizational innovation.

Courses are taught by full-time Centenary professors as well as highly qualified business executives who are currently active in developing new products, financing ventures, managing factories, and guiding personnel programs. Typically, class sizes range from 10 to 15 students, assuring a personalized and highly interactive learning environment.

Our program taps into the management and operating experience of each participant and then builds on that experience in the classroom. The Frost faculty is particularly adept at stimulating the exchange of ideas among our students. The applied orientation of our program facilitates immediate transfer of classroom learning back to the workplace, while preparing our MBA candidates for the challenges each will face in the future.

Academic Workload

Centenary MBA courses are intense and demanding. Most students take one to two courses per term. In a typical week, students may expect to spend approximately eight hours outside of class preparing for each class session. Students who know in advance that they will have to miss more than one class meeting should not enroll for that term.

III. Admission

Admission to the Executive MBA program is selective and based upon all application materials submitted by the candidate. We prefer applicants to have a minimum of five years of professional experience and to be in positions responsible for managing people, projects, products, data or budgets within their organization.

A bachelor's degree is required. However, the program does not require an undergraduate degree in business. Given the profile of those admitted to the MBA program and the design of our curriculum, students with undergraduate degrees in the liberal arts, the sciences, or engineering quickly build a comfort level equivalent to those with undergraduate degrees in business.

The candidate's professional experience, ability to successfully complete graduate work in management, career accomplishments, as well as the unique contribution that each individual will bring to our program are among the factors evaluated during the admissions process.

Apply to: Dean, Frost School of Business
Jackson Hall, Room 210
Centenary College of Louisiana
2911 Centenary Boulevard
Shreveport, Louisiana 71104
Telephone: 318.869.5141
Fax: 318.868.5139

Steps in the Admission Process

A completed application form should be submitted to the above address, along with a $20 non-refundable application fee.

An official transcript should be requested by you from each college attended. Transcripts should be forwarded from your previous college(s) directly to our office. Please use the mailing address shown above. All transcripts and GMAT scores must be received prior to admission.

After your application materials have been reviewed, we will contact you and a personal interview with the Dean of the Frost School of Business will be arranged. Considering the application package in its entirety, the Admissions Committee takes a comprehensive approach to evaluating applications.

Recommendation/Letter of Support

A recommendation attesting to intellectual and professional abilities should be requested from an individual who is familiar with the candidate's work performance. A letter from the candidate's immediate supervisor is strongly recommended.

Essays

The essays are used to evaluate several areas of candidacy. First, your essays outline career progression, significant accomplishments and thoroughness of your career planning and preparation. Second, your essays often reveal your strengths as well as areas of opportunity. Finally, your essays demonstrate your written communication skills.

General Management Admission Test (GMAT)

Acceptable GMAT scores are required for admission into the MBA program. The GMAT requirement may only be waived for applicants who have already earned a graduate-level degree in a related area of study. Official scores must be mailed directly to the Centenary College MBA Program (Code 6082) by Educational Testing Service. Admission decisions, contingent upon receipt of official scores, can be made using the unofficial documents. The GMAT is administered on demand at Pearson Professional Centers. For GMAT information and test reservations go to ***www.MBA.com***.

Interview

All candidates for admission are required to participate in a personal interview with the Dean of the Frost School of Business. The interview helps to further assess the candidate's strengths, motivations, personal commitment, and ability to meet the demands of the MBA program. It is also an opportunity for the candidate to ask further questions and to discuss individual considerations.

Notification of Acceptance

Candidates who are accepted into the program will receive a letter of notification of their acceptance and a request for a non-refundable $100 class reservation fee (described in the "Basic Fees" section).

Requirements for Admission (a summary)

1. Official transcripts from all previous academic work sent directly to the Frost School of Business
2. Minimum of five years full-time professional/managerial experience
3. The completed application form, including essays
4. Graduate Management Admission Test (GMAT) scores, sent directly from GMAT Testing Service (School code 6082)
5. Employer recommendation/support letter
6. Interview with the Dean of the Frost School of Business

Meeting these requirements does not guarantee admission to the MBA program.

Adam Sistrunk, '05 and Carla Alsandor, '04 at an MBA Reception

IV. Financial Information

Tuition for the 2009-2010 Academic Year

Students are billed after completion of each course. This is an unusual policy. We do this because so many of our students have corporate sponsors who require a course grade prior to payment. Tuition for The Centenary College Executive MBA Program is $900 per course for the 2009-2010 academic year. Information concerning financial aid may be obtained from the financial aid director at 318.869.5137. Please note that since we have an unusual payment policy based upon trust, failure to pay tuition on time will result in suspension from the program.

Basic Fees

Application Fee: Each first-time applicant pays a one-time non-refundable fee of $20. This fee is waived for those with a Centenary College undergraduate degree.

Class Reservation Fee: A non-refundable $100 class reservation fee is required upon official acceptance into the MBA program. This fee is not applied toward your tuition.

Maintenance Fee: Due to professional and personal commitments, many of our students are unable to enroll in one or more of the five terms taught annually in the MBA program. Students who do not enroll in the program for two consecutive terms must pay a $50 fee each term of their absence, beginning with the third consecutive term. This fee holds the candidate's place in the program until his/her return. A student placed on inactive status must re-apply for admission and pay a $100 reactivation fee.

Assessment Fee: Students enrolled in MBA 501 "Leadership and Organizational Behavior" complete a self-assessment battery focusing on leadership skills, strengths and weaknesses, and motivation. Students are responsible for the $125 fee for this assessment at the time of enrollment in the class.

Copyright Fees: In addition to textbooks, many classes assign cases and articles that require payment for duplication. Students are responsible for such payments before the second week of classes.

Computer Proficiency Fee: Computer proficiency is expected of all MBA candidates prior to the start of formal coursework. Upon admission to the program, a basic proficiency exam covering Excel, PowerPoint and Word processing is administered to all MBA candidates. The fee for this exam is $100. Should proficiency not be determined by this exam, a new candidate is required to take a non-credit workshop covering the software skills required in our program.

V. Academic Policies

Academic Calendar

The Executive MBA Program utilizes a unique calendar. Whereas most programs have two or three terms, the Centenary program has five 10-week terms per year. This calendar allows students to accelerate their studies.

Registration

Registration takes place over the telephone. Students call in their course preferences to the Frost School of Business MBA Coordinator at 318.869.5141 during the registration period. A bulletin of course offerings will be mailed to students two weeks prior to registration.

Academic Advising

The Dean of the Frost School of Business and his colleagues advise students in the planning of their academic programs.

Degree Requirements for the MBA

The Executive MBA Program consists of a pre-established curriculum of 14 three-hour courses and three hours of a project/thesis (45 total hours). There are no electives.

Students are required to complete 45 total hours of required academic work and earn a 3.0 ('B' average) to receive his/her MBA.

The degree must be completed within seven calendar years after commencing the program.

Grades

The grading scale for MBA candidates is:

A – Excellent
B – Good
C – Average
D – Poor
F – Failing
I/IR – Incomplete
W – Withdrawal

Students will not receive credit for any course in which a grade of less than 'C' is earned.

The grade of 'I' or 'IR' will automatically become an 'F' if not completed within three terms.

Due to the Federal Privacy Act, the Frost School of Business office cannot inform students of their grades. Grades will be mailed to the student's home. Students may also view their grade information via the Centenary College student web site. No grades will be given out over the telephone.

Probation and Dismissal

Students whose cumulative grade point average falls below 3.0 ('B' average) will be placed on probation.

Students will be notified in writing of their probationary status and counseled by the Dean of the Frost School of Business. Students must achieve a 3.0 grade point average in order to continue in the program. Students earning a 'C' grade or lower in any class, while they are on probation, will be dismissed from the program.

Repeating Courses

MBA students may repeat courses in which a 'C' or below was earned. The higher grade will be used in calculating the student's standing in the program; however, both the old and the new grades will appear on the transcript.

This policy is in harmony with our coaching philosophy of education. We believe all of our students are capable of high performance. Some need more time and coaching than others.

Withdrawal and Refund Policy

MBA students are not charged a fee for dropping classes. During the first two weeks of a module, courses may be dropped without penalty by calling the MBA Coordinator at 318.869.5141 and notifying the professor. After the first two weeks, classes may be dropped only by sending the dean a written letter of request to drop.

The student who drops a class after the first two-week 'grace period' will be required to pay full tuition cost.

Credit by Transfer of Course Work

A maximum of six credit hours may be transferred from other accredited graduate programs into the Centenary MBA program. Credit will be accepted only when a grade of 'B' or higher has been earned and if the course was completed during the six-year period prior to enrollment in the Centenary MBA program.

Credit by Examination

Students who earn a score of 80 or higher on the Standardized Accounting Test may be exempt from MBA 502 Financial Accounting. The fee for this test is $100.

Course Exemption

Students holding a C.P.A., C.M.A., or C.I.A. certificate are exempt from MBA 502 Financial Accounting and MBA 503 Management Accounting.

Graduation

The graduation commencement exercise takes place once a year in early May. All students are expected to attend. A student unable to attend commencement must notify the office of the Provost in writing prior to graduation.

A student must submit an Intent to Graduate form to the Frost School of Business by December 1 if he/she plans to graduate in May of the next year. It is the responsibility of each student to make certain that all course requirements for graduation have been met.

Students must satisfy the following in order to graduate:

1. Completion of all required course work.
2. Submission of approved entrepreneurial project (three copies).
   March 3 is the last date to turn in final drafts of the project.
   April 3 is the last date to complete oral presentations of projects.
   April 18 is the last date to turn in three final, bound copies with signatures to the office of the dean.
3. Minimum of 3.0 grade point average.
4. No outstanding college bills.

Academic Honesty

Honesty, trustworthiness and respect for others are core values held by the Centenary College community. As members of this community, students enrolled in graduate coursework at Centenary shall neither commit nor tolerate cheating, plagiarism or other forms of academic dishonesty. While it is the responsibility of faculty to explain what constitutes academic dishonesty within the particular requirements of their courses, academic dishonesty is generally defined as the representation of another's work as one's own, a violation of testing conditions or complicity in such acts.

Centenary College follows the following procedure for all cases in which a student enrolled in graduate coursework is suspected of academic dishonesty:

1. The instructor, observing or becoming aware of an apparent incident of academic dishonesty, informs the student of the infraction as expeditiously as possible. The instructor may take whatever academic punitive action he/she may deem appropriate, up to and including a grade of "F" in the course and removal from the classroom. The instructor must inform the chair and/or dean of the department/school by letter of the infraction and the instructor-imposed penalty. The chair/dean determines whether additional academic punitive action is appropriate. Via certified mail (with a copy sent by regular mail), the chair/dean must inform the student of the actions taken, and of the student's right to appeal the decision to the Graduate Council. Proof of mailing will be sufficient to prove notice in the event that the recipient refuses to sign for or accept the letter. Should the student wish to appeal, he/she must make a written appeal within one week of this notification by delivering a written appeal to the chair/dean. The chair/dean will then forward the appeal to the chair of the Graduate Council.

2. If the accused student appeals the instructor's action, the Graduate Council takes testimony from the instructor, the student, and all appropriate witnesses including those designated by the student. In the event of a finding of guilt, the ruling is final; however, the Graduate Council may modify the penalty. Should the student be found innocent, the instructor must re-evaluate the work in question and not penalize the student for the alleged violation.

Grade Appeal Policy

1. It is the policy of Centenary College that students are responsible for fulfilling prescribed course objectives, completing stated course assignments, and adhering to stated academic standards for each course in which they are enrolled. If an instructor has evaluated a graduate candidate in a professionally accepted manner, an academic appeal is not warranted. Also, it is an inappropriate recourse for questions of professional competence or academic freedoms. Only charges of arbitrariness, capriciousness, and prejudice are subject to academic appeal.

2. Based on these principles, issues eligible for appeal involve computational errors, application of course rules, adherence to syllabi, consistency and communication of evaluation standards, and expressed bias.

3. Graduate candidates who believe that their final grade reflects an arbitrary or capricious academic evaluation or reflects discrimination based on race, color, religion, age, sex, sexual orientation, or disability may employ the following procedures to seek modification of such an evaluation:
   a. If a graduate candidate receives a final grade in a course which he/she believes is unfair, the candidate should first contact the faculty member involved prior to the end of the drop/add period of the next academic term.
   b. If the candidate complaint is not resolved, the candidate may appeal his/her grade to the department chair. It is the candidate's responsibility to provide a written statement of the specific grievance with all relevant documentation (syllabus, guidelines for papers, presentations, etc.) attached.
   c. If the department chair is unable to resolve the grade appeal to the satisfaction of the candidate and the faculty member involved, or the faculty member involved is the department chair, then a written appeal prepared by the candidate with all relevant documentation may be made to the Provost and Dean of the College. The Provost and Dean of the College will make the final decision in terms of resolution of the appeal.
   d. All parties to the grade appeal process are to maintain strict confidentiality until the matter is resolved.

All policies of Centenary College apply to both undergraduate and graduate students, unless specifically noted in this catalog.

VI. Program of Study

The Structure and Sequence of the Program

The 14 courses (42 hours) and the project (3 hours) can be broken down into five areas of focus—leadership and innovation, analytical tools, organizational core, organizations and their environment, and strategic integration.

Only three courses in our program and the project thesis have specific prerequisites:

MBA 503 Management Accounting
Prerequisite for this course is MBA 502 Financial Accounting.

MBA 550 Financial Management
Prerequisites for this course are MBA 502 Financial Accounting and MBA 503 Management Accounting.

MBA 562 Business Policy and Strategy
Prerequisites for this course are MBA 503 Management Accounting, MBA 505 Business Economics, MBA 550 Financial Management and MBA 551 Marketing Management.

MBA 599 Entrepreneurial Project
Prerequisites include MBA 560, MBA 562, and MBA committee approval of the project proposal.

VII. MBA Course Descriptions

Area I: Leadership and Innovation (3 courses)

MBA 500 Professional Communication
Consistently high quality written and oral expression is expected of all degree candidates.

MBA 501 Leadership and Organizational Behavior
The self-assessment tools in this class enable course participants to understand their own leadership styles, strengths and weaknesses. In addition, practical managerial and leadership concepts and skills are emphasized.

MBA 560 Entrepreneurship
This course, core to our program, provides a broader understanding of new business start-ups and current business revitalization.

Area II: Analytical Tools (3 courses)

MBA 502 Financial Accounting
MBA 503 Management Accounting
MBA 504 Managerial Statistics
These courses prepare participants (to agree with descriptions above) for functional courses in marketing, finance and management. Emphasis is on understanding and using these concepts and business tools in practical business problems.

Area III: Organizational Core (4 courses)

MBA 550 Financial Management
MBA 551 Marketing Management
MBA 552 Production Management
MBA 553 Human Resource Management
This set of courses focuses on the functional core areas of all organizations.

Area IV: Organizations and their Environment (3 courses)

MBA 505 Business Economics
MBA 559 Business Ethics
MBA 561 Business and Government
These courses help managers focus on the legal, ethical, social, political, technological, global and economic factors that affect managerial decisions.

Area V: Strategic Integration (1 course and Project)

MBA 562 Policy and Strategy
MBA 599 Entrepreneurial or Intrepreneurial Project
(see Entrepreneurial handbook)

MBA 500: Professional Communication

Principles of effective communication with employees, shareholders, regulators, and the public and their application to letters, memos, reports, and presentations. Major emphasis is on clear and cogent writing, but listening and speaking effectively are also stressed.

MBA 501: Leadership and Organizational Behavior

A focus on understanding and building personal leadership skills, emphasizing both conceptual and practical development: motivating, coaching, leading organizational change, creative problem solving, delegation, conflict management, committee leadership, project management, establishing professional objectives and personal action plans for continued self-development, assessing your own strengths and weaknesses as a leader. ($125 lab fee)

MBA 502: Financial Accounting

Accounting practices and procedures used to develop financial statements. Emphasis on a practical approach to understanding and applying accounting data including the use and misuse of historical accounting data. Interpreting balance sheets, income statements, and statements of retained earnings of proprietorships, partnerships and corporations.

MBA 503: Management Accounting

Continues MBA 502. How accounting concepts are used in inventory management, overhead allocation, cost accounting, depreciation and internal reporting, control and other areas. Casework instruction: how managers interpret and alter accounting data in order to make appropriate business decisions. ***Prerequisite:*** MBA 502 Financial Accounting.

MBA 504: Managerial Statistics

Introduces the quantitative tools most frequently used in business. Applied concepts from statistics and management science. Topics covered include descriptive statistics, probability, estimation, hypothesis testing, regression, game theory, and PERT.

MBA 505: Business Economics

Focuses on a limited number of relatively simple but powerful concepts of micro-economics, including topics in demand and cost. Major emphasis on the application of incremental thinking to actual business problems. Analysis of pricing, productivity, costs, business size and market structure.

MBA 550: Financial Management

The development of pro forma financial statements, cash and operating budgets. Alternative ways for firms to finance operation and growth. The time-value of money and capital budgeting. Practical case examples as well as contemporary theories of finance. Prerequisites: MBA 502 Financial Accounting and MBA 503 Management Accounting.

MBA 551: Marketing Management

Addresses the core concepts of strategic marketing: marketing variables, market segmentation, sales forecasting, buyer behavior, product, pricing, promotional strategies and market research. Case studies, simulations and student projects are used to reinforce the practical implications of these concepts.

MBA 552: Production Management

Provides a broad overview of core production activities and supply chain management. Production planning, inventory control, plant organization, quality control, and productivity. Major emphasis is on factory floor operations, but these principles will also be related to service operations. Case studies and factory visits utilized.

MBA 553: Human Resource Management

Reviews contemporary theories of human organizational behavior. How individuals, small groups and organizations interact in practice. Also deals with specific concerns such as recruitment, training, job descriptions and performance evaluations. The strategic use of human resources is the central theme of this course.

MBA 559: Business Ethics

Managers frequently face ethical dilemmas both at a policy level and in day-to-day operations. Consumers, stockholders, employees, the public at large and the environment are affected by management decisions. This course presents several philosophical theories of ethics and challenges students to think about moral consequences as well as economic results. Students apply this 'moral way of thinking' to case studies from contemporary literature and from their own experiences.

MBA 560: Entrepreneurship

Entrepreneurs are concerned with the tenacious pursuit of new opportunities. The goal of this course is to teach students to identify and act on new opportunities. This course explores how one becomes an entrepreneur, how the entrepreneurial spirit can remain viable in established organizations, and the critical components of a business plan. By the conclusion of this course, students should understand their potential role as entrepreneurs and have the skills to systematically analyze new opportunities for commercialization.

MBA 561: Business and Government

The study of law and public policy affecting business enterprises. Topics include government control of monopolies, public ownership of enterprises and government regulation of businesses. Also, the role of government in protecting consumers, workers, investors and the environment. Basic concepts of law and government as related to the workplace and contemporary society.

MBA 562: Business Policy and Strategy

The business enterprise operates in a competitive and dynamic environment. This course is designed to integrate the various business disciplines of management, marketing, economics, finance and accounting which are relevant to the decision-making process in formulating policies and strategies within the business enterprise. Case studies and research projects are utilized to supplement text readings. ***Prerequisites:*** MBA 501, MBA 505, MBA 550, MBA 551 and MBA 552.

MBA 599: Entrepreneurial Project

In this practicum, MBA candidates propose, develop, and present a comprehensive business plan for a business opportunity of their choosing. The projects may address the initiation of a new venture as an independent business or the initiation of a new product or process for an existing enterprise. ***Prerequisites:*** MBA 500, MBA 505, MBA 550, MBA 551, MBA 552 and MBA 560 and MBA committee approval of project proposal.

Students wishing to graduate in May must present their project on or before April 1 and complete all coursework prior to the spring term of that year. A booklet has been prepared to assist students in successful presentation of the project. This booklet will be given to students taking the entrepreneurial project class or may be obtained at the Frost School of Business.

VIII. 2009-10 Tentative Class Schedule

		FALL '09 8/17-10/23	WINTER I '09 10/26-1/15	WINTER II '10 1/18-3/26	SPRING '10 3/29-6/4	SUMMER '10 6/7-8/13
MBA 500	Professional Communication	X				
MBA 501	Leadership and Organizational Behavior			X		
MBA 502	Financial Accounting					X
MBA 503	Management Accounting	X				
MBA 504	Statistics				X	
MBA 505	Business Economics		X			
MBA 550	Financial Management		X			
MBA 551	Marketing Management	X				
MBA 552	Production Management				X	
MBA 553	Human Resource Management			X		
MBA 559	Business Ethics		X			
MBA 560	Entrepreneurship					X
MBA 561	Business and Government			X		
MBA 562	Policy and Strategy			X		
MBA 599	Entrepreneurial Project			X		

Note: This is only a ***tentative*** schedule. Staffing availability and enrollment eligibility affect course scheduling. Classes are normally held from 5:30 – 9:20 p.m. on the night indicated.
Definite schedules will be sent to students approximately two weeks prior to the first day of registration.

IX. Campus Life

Student I.D. Card

Executive MBA students are encouraged to take full advantage of the offerings of the Centenary community. The College has granted MBA candidates free admittance to all performances, athletic events, and access to the Fitness Center. Present your MBA picture I.D. card to be admitted. To obtain your card, call the Frost School of Business office at 318.869.5141. Your student I.D. may be used at other Shreveport businesses that give student discounts.

Vehicle Registration

You will need to register your vehicle to help campus security protect our parking area. Vehicle registration is processed via the Centenary College web site at ***www.centenary.edu***. Once you have logged onto the site, click on the "Campus Services" icon. Choose the icon for the "Department of Public Safety" and then choose "Vehicle Registration." Provide all of the information requested on the registration form and click "Submit". DPS will forward your parking tag to the Frost School of Business. You will be notified that your tag is ready and you may then either pick it up in our office or pick it up from your instructor in class.

Magale Library

Magale Library houses more than 145,000 volumes as well as a large collection of periodicals, microfilms, and music and drama recordings. Cooperative arrangements with the Green Gold Library System (serving northwest Louisiana), the Southern College University Union (centered at Vanderbilt University) and the Amigos System give us interlibrary loan access to books and periodicals unavailable on campus.

MBA students have full library privileges. Handouts about library services and facilities are available at the circulation desk.

Library hours during the undergraduate fall and spring semesters are:

8 a.m. to midnight .....Monday - Thursday
8 a.m. to 4:30 p.m. .....Friday
9 a.m. to 5 p.m. .....Saturday
2 p.m. to midnight .....Sunday

Summer, May Module and Christmas holiday times differ. Call the Library for precise times at 318.869.5699. It is possible to have holiday library times extended to meet the needs of a particular class.

Fitness Center

The Centenary Fitness Center and Natatorium contains two basketball courts, a 25 meter swimming pool, an indoor track, an exercise area with weight machines and cardiovascular equipment, an aerobic room, a dance studio and two racquetball courts. MBA students are invited to use this facility provided they are currently enrolled in a course and have a current Centenary I.D. card.

Fitness Center operation hours during the undergraduate fall and spring semesters are:

6 a.m. to 10 p.m. ..... Monday - Friday
Noon to 6 p.m. ..... Saturday
2 p.m. to 10 p.m. ..... Sunday

Fitness Center operation hours during the summer are:

6 a.m. to 8 a.m. ..... Monday - Friday
Noon to 8 p.m. ..... Monday - Friday
Noon to 6 p.m. ..... Saturday & Sunday

Call the Fitness Center at 318.869.5060 for additional information.

Computing Facilities

The Frost School of Business houses technology rich classrooms and computing laboratories. A multimedia center on the main floor of the Frost School of Business is equipped with state-of-the-art hardware and software for printing, scanning, desktop publishing and video editing.

Our MBA classrooms are on a wireless network enabling you to access the information resources of the Frost School of Business on your own wireless equipped laptop as desired. In all courses that require computing capabilities, a laptop will be provided for in-class use.

Among the many online resources, Centenary MBAs have access to more than 20,000 periodicals containing full text articles and Research Insights, a comprehensive database of more than 18,500 U.S. and Canadian companies.

All students are issued campus e-mail, Blackboard and Banner accounts.

Bookstore and Post Office

All textbooks and supplies are available at the Centenary College Bookstore (318.869.5278) which is located, along with the Post Office, in the Moore Student Union Building. Hours for the Post Office are 10 a.m. to 4 p.m., Monday through Friday. Hours for the Bookstore are 8 a.m. to 5 p.m., Monday through Friday. Students may call in and order their textbooks by credit card.

The Performing Arts

The Marjorie Lyons Playhouse offers a full schedule of dramatic performances; the Hurley School of Music presents concerts by visiting and local artists, as well as the music faculty. The Centenary Film Society shows contemporary and classic films. For a schedule of films, contact the humanities division administrative assistant at 318.869.5254.

Meadows Museum of Arts

The Meadows Museum schedules national as well as regional exhibits. It is the permanent home of the Jean Despujols Collection of Indochinese Art. Hours: Tuesday through Friday, 1 to 5 p.m.; Saturday and Sunday 1 to 4 p.m. Closed on Mondays.

Centenary Athletics

Centenary, the smallest NCAA Division I campus in the country, sponsors sixteen intercollegiate athletic programs: seven men's sports and nine women's sports. A full schedule of events is available from the athletic office at 318.869.5275 or online at ***www.gocentenary.edu***.

MBA Alumni Association

An Alumni Association for graduates of the Centenary Executive MBA Program hosts monthly luncheons, a quarterly breakfast speakers series and spring cocktail reception. Contact the Dean of the Frost School of Business for specific dates and times.

Student Subscriptions

Special student-rate subscriptions are available for *The Wall Street Journal*, *Business Week*, *Fortune* and the *Harvard Business Review*. Contact the Frost School of Business MBA Coordinator at 318.869.5141 for more information.

X. Administration

Centenary College of Louisiana

President, B. David Rowe

B.S., Southwestern University; M.Div., Emory University; Ph.D., Georgia State University

Registrar, Gary R. Young

B.A., Northwestern Oklahoma State University; Th.M., Dallas Theological Seminary; Ph.D., University of Texas at Arlington

Director of Financial Aid, Mary Sue Rix

B.B., Baylor University; M.A., Western Carolina University; M.A., Louisiana State University

Vice President for Finance and Administration, William H. Ballard

B.A., M.B.A., The Ohio State University, C.P.A.

Frost School of Business and Executive MBA Program

Dean, Frost School of Business, Christopher L. Martin

B.S., Vanderbilt University; M.A., Southern Methodist University; Ph.D., Georgia Institute of Technology

Assistant Dean, Frost School of Business, Lea Stroud, J.D.

B.S., Louisiana Tech University; J.D., Tulane University Law School

Executive Assistant/MBA Program Coordinator, Pat Gallion

XI. Faculty

Graduate Business School Teaching Faculty

Phillip W. Balsmeier, B.A., Emporia State University; M.S. Wichita State University; Ph.D., University of Arkansas

Harold R. Christensen, B.A., M.S., Ed.D., Oklahoma State University.

Barbara J. Davis, B.S., M.B.A., Louisiana State University-Shreveport; D.B.A., Louisiana Tech University; C.P.A., C.I.A., C.M.A., C.F.A.

Douglas K. Fryett, B.A., The University of Western Ontario; M.B.A., Northland University; F.B.A., Canadian School of Management.

Phillip Haley, B.S., M.B.A., Louisiana Tech University, C.P.A.

David J. Hoaas, B.S., Bemidji State University; M.A., Ph.D., Duke University

S. Maurice Hicks, B.A., Texas Christian University; J.D., Louisiana State University

Frank Hughes, B.S., M.B.A., Louisiana Tech University; C.P.A.

Patricia L. Humphrey, B.S., M.B.A., Louisiana State University-Shreveport; Louisiana State University-Shreveport; D.B.A., Louisiana Tech University.

Michael A. Laffey, B.A., University of Minnesota; M.A. University of Florida.

Christopher L. Martin, B.S., Vanderbilt University; M.A., Southern Methodist University; Ph.D., Georgia Institute of Technology.

Elizabeth L. Rankin, B.S., Auburn University; M.A., Ph.D., Virginia Polytechnic Institute and State University.

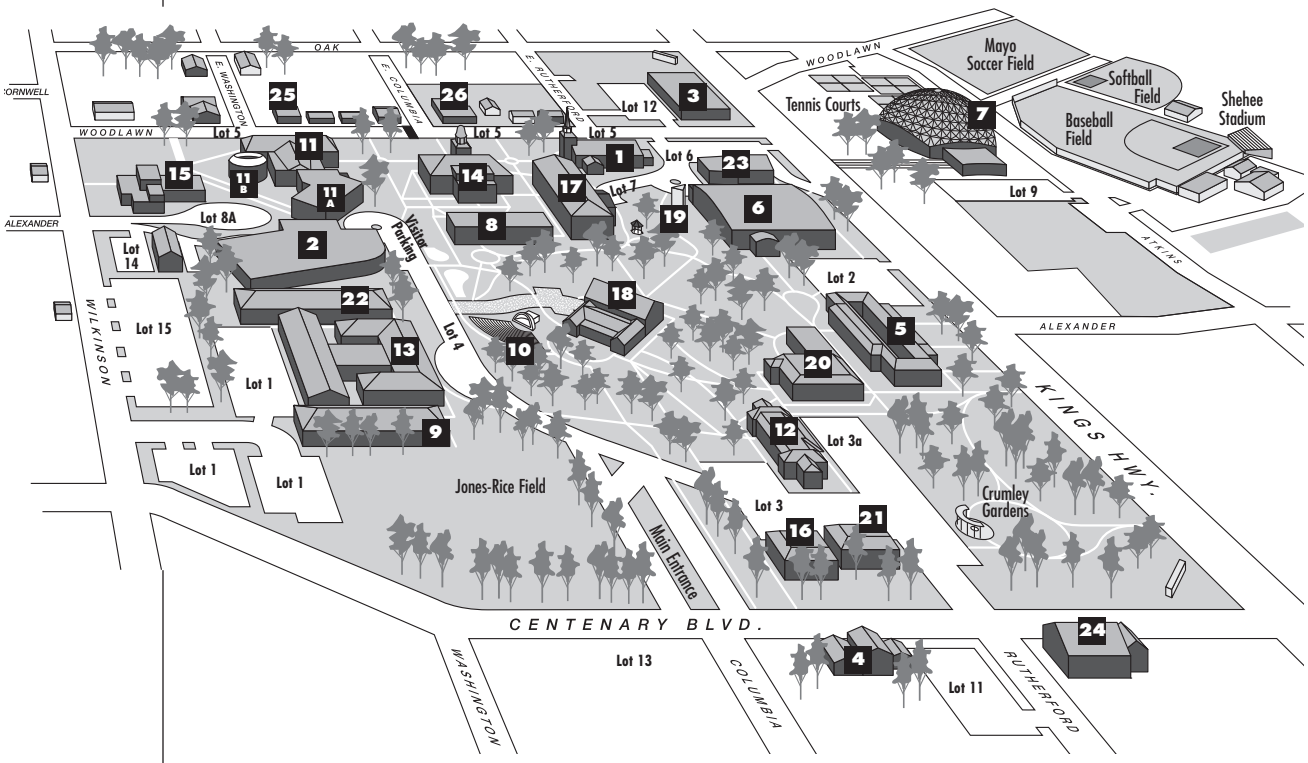
Kyle Ristig, B.S., Arkansas Tech University; M.A., M.B.A., D.B.A., Louisiana Tech University.

Helen B. Sikes, B.S., Louisiana State University-Shreveport; M.B.A., Louisiana Tech University; D.B.A., C.P.A., C.M.A.

Kelly Pledger Weeks, B.S., Rhodes College; M.S., Ph.D., The University of Memphis.

XIII. Map of the College

Centenary College Campus Map



1	Brown Chapel
2	Bynum Commons
3	Centenary Square
4	Ctr. for Extended Learning
5	Cline Hall
6	Fitness Center
7	Gold Dome/Athletic Complex
8	Hamilton Hall
9	Hardin Hall
10	Hargrove Amphitheatre
11	Hurley Music Building Hurley Music Library
11A	Anderson Choral Building
11B	Feazel Instrumental Hall
12	Jackson Hall
13	James Hall
14	Magale Library
15	Marjorie Lyons Playhouse
16	Meadows Museum of Art
17	Mickle Hall
18	Moore Student Union Bldg.
19	Peavy Climbing Tower
20	Rotary Hall
21	Sam Peters Building/ Office of Admissions
22	Sexton Hall
23	Smith Building
24	Turner Art Center
25	Symphony House
26	Wright Math Building

Executive MBA Program

Frost School of Business

Centenary College of Louisiana